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UA12/2/1 Spring Fashions

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SPRING FASHIONS

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Herald



Photo by Dave Gibbons-Cover design by Bonnie Merrill

JOIN THE JEAN THING THIS SPRING!

From the Woolco Store in the Bowling Green Mall—Melinda Overstreet is wearing a two-piece ever-popular blue denim patch print pant suit, with long sleeve red nylon turtleneck top. To complete her outfit, Melinda is wearing blue denim platform sandals from the Woolco Shoe Dept. and matching bag from the accessories department.



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Spring fashions feature the loose and shapeless

By STEPHANIE MADISON

If you're thinking that spring fashions are nothing new—you're wrong. Though this spring features the same basic styles as last fall, the shapes have changed, or rather, have grown into the big, looser silhouettes made of easy care fabrics in soft spring shades.

Rale earthy hues truly express the climate of spring: feminine, soft and free. Neutral shades in khaki, gabardine and linen are considered the "new" colors and fabrics for spring. But subtle hues of green, blue and rose add just the right touch of color to the basic neutral shades.

Details are what's making fashion. Blazers, shirt jackets, skirts and straight leg pants are certainly not new; but the huge patch pockets attached to them, for instance, are a new detail.

The advent of this feature is not even fashion related. The tight economy has put the squeeze on designers who say it's cheaper to make patch pockets. This is especially true in men's wear. The inside jacket pockets are being eliminated in some lines for just this reason.

But the biggest news for spring is bigger fashions. Silhouettes have actually "grown" into loose, shapeless shapes that emphasize ease of fit and comfort. In fact, today's fashions seem to prove Agnes B. Young's theory of three basic

fashion silhouettes that recur every 30 years: the bell, bustle (or back interest) and tubular. Fashions of the past decade were about as tubular as could be with the straight shifts and low waistlines. However, today, the tubular shapes are starting to grow away from the body and take on more of the bell or tent shaping.

Dresses are the spring headliners. Loosely fitted shirt-dresses with lots of gathers and material are cinched at the waists with belts and clingy jersey and knit dresses that accentuate the body are leading examples of some of the great spring dress looks. All have knee-length or longer hemlines.

Skirts, like dresses, are "big" fashion items this spring. The wrap skirt is creating the most stir in the clothes industry. It's a revamp of the ones most of us wore during our junior high school days. The '75 version features a bias cut skirt that automatically gives rise to the fullness now emphasized in fashion and they have longer hemlines. Fabrics are soft: knits, polyester blends and cotton blends.

The spotlight last year was on the shirt jacket pantsuit. Joining that style this year is the blazer suit—which is certainly not new. The hip-length tailored jacket is slightly fitted at the waist and

this spring has a lot of patch pockets.

Blazers are really big this spring and can be used as the backbone of your spring wardrobe. Most are single breasted in two or three button styling. Basic solid colors seem to be the most wearable and practical way to stretch and compliment your existing wardrobe.

Today's fashions can be worn loose, but are more often held down with belts or gathers that emphasize the waist. The interest in waistlines has been returning over the past few seasons and the overblouse effect of these looser fashions does tend to give the appearance of a smaller waist.

Sleeve interest is another detail worthy of your attention. Long, wide straight sleeves that slightly flare and roll up into deep cuffs, and super-full sleeves gathered at the wrist are other spring features.

Coat shapes show a little more variety. Spring coats are a somewhat slimmer but straight instead of fitted. Many are belted at the waist to give the look of bigness and all are single-breasted with a row of larger buttons.

Raincoats, on the other hand, have gotten about as big and loose as can be. The balmacaan style (a loose single-breasted overcoat) is definitely a newer trend for spring. Some are made even looser with overstated tent shaping, gathers (from waist or shoulders) and tucks that give the raincoats a smock look.

Some raincoats grew big in other ways and became free-wheeling capes and ponchos. Fabrics to watch for here are cotton, poplins and the "slick" fabrics of vinyl and treated fibers.

Accessories haven't changed

much. The biggest news is for the feet. Shoes are feminine again and spotlight a lot of sole and thin, sexy straps that criss-cross over the feet with T-straps and other designs. Platforms seem to be dying a slow death, but they are disappearing (or at least becoming lower) to emphasize the more narrow and higher heels. (Perhaps, this is giving way to the return of spike heels popular in the 60s.)

Handbags still feature the look of the clutch—but pouchier for spring. They are another example of the big, soft, feminine looks that comprise the '75 spring looks. Of course, scarves will never die; and the new ones for spring are six feet long in soft fabrics that can be worn hanging down the front of dresses. There are a lot of ways to use scarves this spring, and full advantage should be made of their versatility.

Fashion Staff

Fashion Editor Stephanie Madison
Assistant Editor Michael Swanberg

over: Because of the bicentennial, this spring we'll be seeing many of the muted colors of the past—dusty rose, peach, grayish aqua, and Williamsburg blue. Joy Ahart wears a three piece outfit with the loose fitting jacket of yesteryear. It's made of a homespun type of fabric that is up-to-the-minute easy care. By Jonathan Logan at Castner Knott. Jim Holden selected a tweedy double knit suit with chopped-off jacket by Hyde. His flower print jersey shirt is Frankenstein. All by Castner Knott.

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'French Look' is in**Economy affects men's wear**

By MICHAEL SWANBERG

Fashion is a reflection of the times, so naturally, this spring's men's wear will reflect the economy. Just like the national budget, everything is trimmed down this season.

American designers have borrowed heavily from the French, a country whose economic ills are worse than our own, for the basic look this season. The "French Look" is a more fitted, body-hugging look.

Suit manufacturers are in a tizzy because the "traditional" suit is no longer "traditional" for office wear and special occasions.

Blazers are being revamped in an attempt to capture some of the casual-wear market. The fit is closer to the body, making it easier to wear. The concept of a blazer is shifting from a suit jacket to more of an over-shirt.

Economics is the designing influence this year. Blazers this season won't have vents in the back. By leaving out the vent, they save the labor cost involved to make and sew the lining of the vent.

The left-hand breast pocket which was always inset, is now a patch pocket, also a labor and money saving fashion

innovation.

Men's wear is still in the "Gatsby Era." The lapels and basic style will be a toned-down version of the "Gatsby Look" that has been around for the last three years. The lapels are still wide, but will be about one inch narrower and the length is two inches shorter than last spring.

This same type of style appeared during the 1950s and was called the "Ivy League" suit.

Its influence grew steady throughout the decade, but the memories of wartime austerity were still too strong for most men to accept the trim, tapered suit that resembled the 1942 War Production Board guidelines. Fabric was in short supply.

In our uncertain times, the only thing that is certain is the American youth's belief in denim. When the going gets weird—the weird get going, and the designers have really been going to town with denim pants.

The French Look is evident in jeans this season. Jeans have become very dressy. They have a more tailored fit, and show a lot of structural detailing. Designers have been exceptionally creative with pockets and buckles, and have added a lot of stitching to jeans.

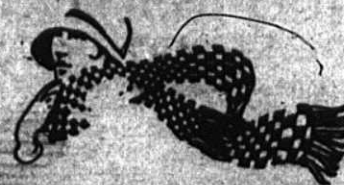
Double-knit pants are definitely out. Choose the new French influenced jeans for special occasions and dressing up.

Stores can't keep up with the demand for overalls. The country is having a love affair with the work clothes look. Overalls and flannel shirts are an inexpensive wardrobe to maintain and gives one that Army-Navy store chic.

Sailor jeans with the button-flap front is also a hot item this season.

The classic solid color button-down collar shirt has been making its come-back into fashion, but photoengraving is the new trend in shirts. Photographs and scenes are printed on the shirt backs adding a lot of color and variety.

All men's shirts were solid colors until the 1940s. Immediately after the war, clothing material was in short supply. Manufacturers turned to patterns and designs to fill the shortage. Rock bands, besides widening the generation gap, have introduced us to western-style clothes and the western influence is still going strong. Western shirts go so well with jeans, and make you look as if you have imagination.

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Last year's men's styles back for another season

By RAY HENDERSON
and J.O. BROWN

Men on Western's campus should not have any problem in keeping up with the spring fashions, because there are to be no drastic changes in design for spring clothes.

According to New York designers, the same basic designs will be carried over from last year with the introduction of some new fabric blends. Polyester and polyester-cotton blends will be featured in many styles of clothes. Knits and knit-wool blends will be maintained in suits, pants and shirts.

However, New York designers have introduced one new look for this spring. The "linen" look will be featured in various shirts, pants, vests and jackets. These clothes will look as if they are made of cotton linen, but mostly the fiber content will be cotton and polyester-cotton blends because of its durability and wearability.

Matching shirt jackets and pants will be emphasized in all men's fashions for this spring. Casualness will be an important part of all these fashions. If a suit is casual for you, an open collar shirt or scarf is what you will need to depict this mood.

Pastels and big bold prints with wide collars are the shirt styles featured in men's wear. The fabrics to look for are silk and nylon blends and occasionally jersey.

Western style denim shirts with lots of embroidery and ornaments will make their presence known again this year for casual wear and semi-dress up occasions.



Photo by Robin Chard

Assistant football coach Lee Murray wears a casual suit from Coachman, Ltd.

Dress shirts will stay basically the same, light colors, heavy on the pink, yellow and light blue. Also making an entrance will be the french cuff.

For the student who has a dozen pairs of levis, you can rejoice. There is no expected change in any of the styles of jeans for this spring. You may dress up your jeans with a quilted or tapestry yoke shirt or maybe a silkscreen T-shirt.

"Rag" jeans are expected to still be the big seller this spring, along with the "painter's" and "screwdriver" jeans. Of course you can still expect to leave room in your closet for the regular western cut jeans.

With clothes expected to maintain the same styles for awhile, designers say now is the best time to invest in clothing.

Styles vary in casual wear

"Anything goes," commands women's pants and shirt fashions for spring.

Emphasis is on pant waists and tops. The slim look of straight-leg pants and waistline additions like belts and trim of all kinds are important '75 spring fashion innovations.

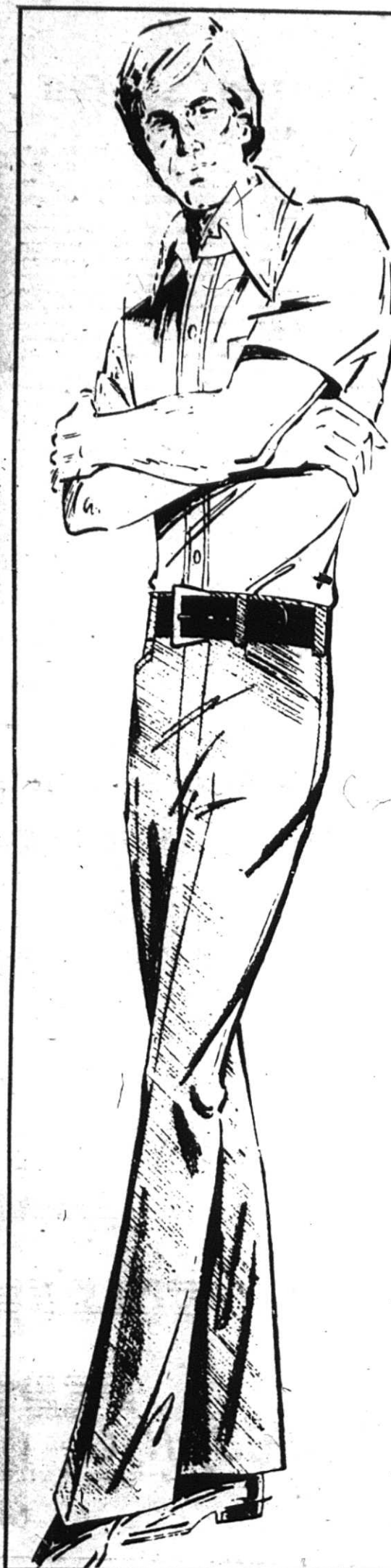
Soft, pastel tops in lightweight "floating" fabrics in any style are acceptable. Hooded tops in pastels and pale prints are fashionable.

The layered look of pants and T-shirts topped with matching jackets are popular with high school and college students, and Western style suits in denim or denim-look fabrics dominate.

Fashion reports say dresses are replacing pants, but pants and tops are still the most popular for casual wear.



Larry Corbett wears slacks and a sports jacket from Golden Farley.



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Casual outdoor styles



Photo by Jim Dill

In great shape for spring are Ersie Hanshaw, a 1974 Western graduate, and Danny Meyer, a senior sociology major from Louisville, as they model some of the new spring looks at Headquarters. Mary Kaye Strehl, an Owensboro senior, obviously digs her two-piece outfit from the National Store.

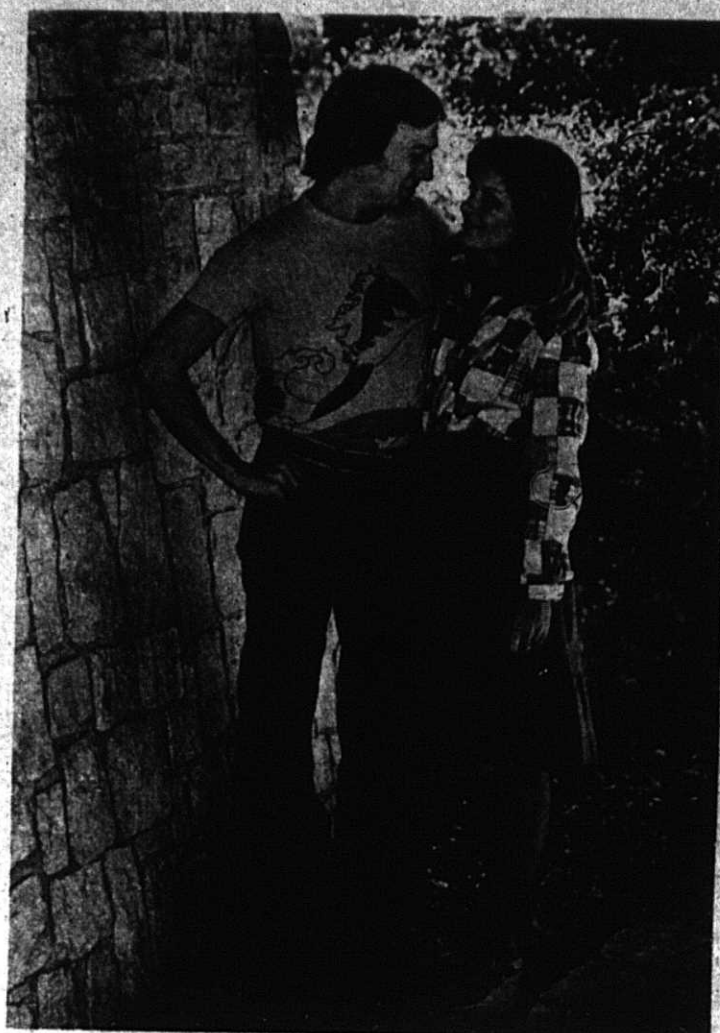


Photo by Doris Seuchamp

Chu
and sl
Beck
spring

PASTELS for the SOFT LOOK of SPRING

Spring means pretty, soft pastel colors. The **National Store** carries a complete line of Russ mix and match coordinates all in the soft colors of spring. Shown here is Elizabeth Miller wearing a jacket and slacks ensemble in cloud blue with a floral print blouse, all by Russ. Your spring wardrobe would be complete with slacks, skirts, shorts and long sleeve jackets from the **National Store**. The **National Store** also carries fashions by Bobbie Brooks.



National Stores, Inc.

On the Square



Photo by Robin Clark

Simpson, above left, a freshman from Highland Heights, models a pastel sweater and pants outfit from the Fashion Shop. Sporting a red, white and blue pants outfit is Lola Simpson, above right, a sophomore from Bowling Green. Carol Williams, left, is ready for spring in her beige knit pants suit from Pushins.



Photo by Carl Krull

T-shirts set the trend

By JELAINE McCAMISH

Spring fashions will melt the winter look into more feminine, gentle contours. Everything is soft and easy. The big trends are the T-shirt touch and the sweater-sets.

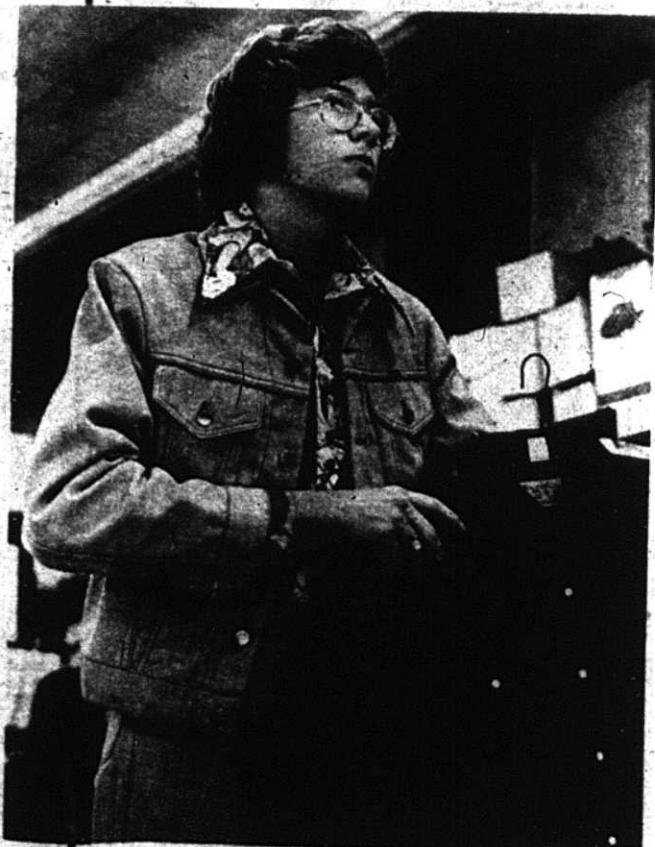
Sweaters and pullovers are prancing in the look and feel of T-shirts. The fabrics are weightless and floating, instead of clinging. Crepe de Chine touches the collars and sleeves on some, while embroidery highlights others.

Pulls, tanks and tubes (strapless tops) in crinkle gauze, cotton and knits, hug the body while featuring mandarin collars, boat-necks, sweetheart necklines and the conventional V-neck.

Matching shirts or cardigans slip over the pulls to hold the style together. Sleeves appear in the long length, chopped-look and the long and straight style to roll.

Dots are easing in this year to freshen the look of stripes and flowers. Colors match the season with grass green, lilac, baby blue and whispering pink. Navy and white are still the favorites for the brisk, sporty image.

Also emerging as a major new look, is the "big shirt," a loose and flowing cotton or gauze top, belted at the waist.



Rhea Taylor is modeling a jacket and jeans outfit by Wrangler. His shirt is by Monticello. He is holding a denim shirt by The Guys.

DENIM for SPRING

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SPOT CASH

On Main - The City's Largest Levi Dealer

Toe socks get attention with open-toed shoes

By TERI MATTESON

This little piggy went to market, this little piggy stayed home. This little piggy had roast beef, this little piggy had none. Now all these little piggies have something they can call their very own—*toe socks*.

These are not ordinary socks by far. Instead of the standard knee sock, toe socks have separate appendages for each footal digit. They are all the rage now among the jet set and are

living proof that humans do indeed have toes.

The loss of toes was a detriment in many areas, such as grape-crushing, playing the violin, toeing the line and allowing the shoe industry to promote open-toed shoes. From birth to old age, psychologists have attributed many human emotional problems to the fact that people do not have toes, and thus feel inferior to the lower animals.

Freud could have supplied a much more erotic meaning to this

deficiency if only he had not died one night while trying to perform plastic surgery on his own feet.

The toe phenomenon sprung full-blown from the pen of one Joy O'Feet, a podiatrist living in Long Beach.

With the advent of these nylon and wool saviors, a biological miracle occurred. Humans began to grow toes again. A defunct portion of the human body now had a reason to reappear. Toes! Glorious toes! The joyous echo reverberated

through the land. Humans could once again regain their rightful place in the phylum and species of the world. The toe had given man back his identity and placed him at the top once more.

Although these socks have been around for a year now, they are just catching on in this area. Stores are crawling with them, and the patrons are crawling around in them. Toe socks are fun for everyone.

The socks come in a variety of colors, styles and sizes. Some are

in solid colors with each toe a separate hue. These are for people who really want to call attention to their new-found possessions. Others are mottled or striped and give one an ape-like look.

The socks are just loud enough to be interesting without being gaudy. Worn with a pair of open-toed slings or sandals they that resemble a club and have no separate digits for grasping or walking). Toes followed the path of all human organs that lost their function.



Photo by Robin Chard

Margaret Holland models a mint green polyester knit dress with flowered bodice and cuffs from the Woolco Store in the Mall.

Slipper-like shoes return

By JELAINE McCAMISH

Shoes are coming down to earth again this year, and the newest hallmark is flatter-than-flat.

What was once the look of a bedroom slipper, called the mule, is now a sandal flapper. The shoe is flat, open-toed, with a single wide strap. It comes in woven leather, kid, satin and flowery fabrics.

Slipper-type shoes are also making a comeback. Some varieties come in the flat slip-on while others come with T-straps, crepe soles and wedge heels. Ballet-type slippers characterize the new fashion.

Large heels are still in, but the trend is toward more narrow heels. The straps on high-heeled sandals are narrow and dainty. When the straps are wider, the romantic touch is emphasized by soft leather and open toes and

heels. The general rule is less shoe and more flesh. Straps are everywhere, circling the ankle and skimming the toes.

Platform soles, though still in evidence, are not as popular. The styles for spring lean toward less height and the open-toed huaraches look of woven leather and cork.

Sandals serve as a transition from the clunky to the curvy. One style of flat sandals re-emphasizes last spring's thick, embracing straps. Utilizing crepe soles, the sandals exhibit bold buckles.

To equalize the trend toward the negative heel shoe, with the toe higher than the heel, some manufacturers are introducing a line of wavy-soled sandals and shoes, cashing in on the wave of natural-living.

Shoes and sandals will emerge in all kinds of colors and fabrics. Calicos, slick, wet vinyls, kid and woven leather and straw are in most of this spring's footwear.



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DOWNTOWN/
S.C. MALL

Spring jewelry promises something for everyone

By BEVERLY DAVENPORT

Jewelry is easily the most personal accessory added to a wardrobe, but whether you are conservative and shy or bold and dramatic, the spring selections hold something in store for you.

For the dramatic types there are the large accent pieces, such as medallion necklaces, or the combination of two or three different necklaces worn at the same time.

The more contemporary types go with the small beads on a delicate necklace or even a single gold chain.

If your taste leans toward silver, the sterling choker is also great.

For both personalities Napier has come out with the rope necklaces in all sizes with a golden or silvery finish.

The cuff bracelets are back.

They run the gamut of widths and can be made of sterling silver, engraved gold, copper or turquoise.

Hand-painted bracelets with matching earrings are also good with blossoming colors this spring. Earrings in all shapes and sizes add to make an outfit complete. Elegant jeweled or gold studs are just the thing for that special event, but the large, more obvious earrings continue to dominate the scene.

But don't fret if your ears aren't pierced. You haven't been forgotten. Clip-ons come in almost any imaginable style and are easy and comfortable as compared to the old "pinchers."

Once a necessity but now an accessory, watches, the age-old timepieces, are coming out with a variety of styles to wear with just about anything. A sleek watch is an asset to any look.

The larger, modern-faced watches come with leather bands in all colors to match each outfit; even the lizard and alligator bands are back again.

The bracelet watches can add that dressed-up touch you might be looking for.

Still another jeweled accessory that is making a hit this season is pins. Large bold hand-painted pins add a cute spicy look and the antique or jeweled stick pins on a shirt, dress or jacket lapel also spell out a new look.

One last addition to that spring outfit is a ring. There are sizes and shapes to fit every finger. No longer do we think of a ring only for our third finger. Two or three to a hand is an even better look.

Choose from traditional stones, twisted gold bands, gold-filled wire swirls around a sterling silver band, simple stones on a

double band or better yet, a simple golden loop for the pinkie by such makers as Napier or Danecraft.

Turquoise has come back with an overwhelming surge. Large or small stones mounted on silver

bands or inlaid stones mixed with coral mounted on silver bands are the current styles.

Whatever jewelry you choose, take pride in picking the colors and styles that complement your personality as well as the outfit.

Purse styles return to '40s

Purses have been the grab-bag for a long while, and continue the trend still. But as the heels narrow on shoes, and skirts and shirts grow longer and romantically soft, the purse styles return to the nostalgic '40s and the clutch.

Economy is the name of the game. Save space, but plan for growth. The clutches come in envelope-shaped styles, both large and small, carrying an extra touch of texture. Some of the envelope bags sport embroidery, tweedy grains and woven leather

or straw. Other clutches are the squash bags, gathered at the top and leaving room for expansion, usually fastened with wooden or plastic handles.

The shoulder bag is shorter, with an adjustable strap. The lines are smooth and angular, and the size is medium. Shoulder bags further develop the droopy look of last year, with fabrics to mix-and-match shoes. The longer shoulder bag is still popular but it's evolving into more of the look of the envelope clutch.

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Photos by Jim Daniel

Nancy Wilk, a junior from Bowling Green, and Cathy Snellen, a junior from Louisville model this spring's formal fashions from Norman's.



Ready for spring formals or summer weddings, Jason Brady models this high-fashion tuxedo from Mr. Tuxedo.

Versatile scarves brighten outfits with color and design

By BEVERLY DAVENPORT

If your winter wardrobe has got the blahs, brighten up your spring fashions with a smart investment—scarves!

Prints, solids, stripes and flowers—anything goes and they can go with almost anything.

A plain dull outfit can be turned into an exciting coordination of colors with just that one addition. It takes so little and yet adds so much.

On the head, the scarf can serve as a turban, completely covering the hair, or it can be tied in back (on top or underneath the hair) with longer hair hanging loose.

Around the neck, the scarf is frequently tied John Wayne style, but don't let this be your only alternative.

Even the "all thumbs" type can master the many different ties.

First, there is the "necklace tie," usually good for chiffon scarves. Make this tie by

placing the scarf (folded triangular) around the neck, tying it in the back and tucking the loose ends into your collar. It makes a neat looking ascot and adds zest to plain tailored blouse.

For turtle necks or high collars, the "girl scout tie" looks great. Make this by folding two corners of a square scarf to form a rectangle. Place the center point in back and tie front ends together in a low square knot. You can also turn the scarf sideways so the triangle lies over your shoulder in a cowl drape.

The "loop-through tie" is good for the new six foot oblong scarves. Fold the scarf in half and around the neck. Pull the ends through the loop the fold has made; let the ends dangle in front or throw one over the shoulder. This tie looks superb with the button-front and plain chemise dresses for spring.

Scarves tied in these various ways can go with outfits from jeans to elegant dresses. They can make the dullest outfit come alive.

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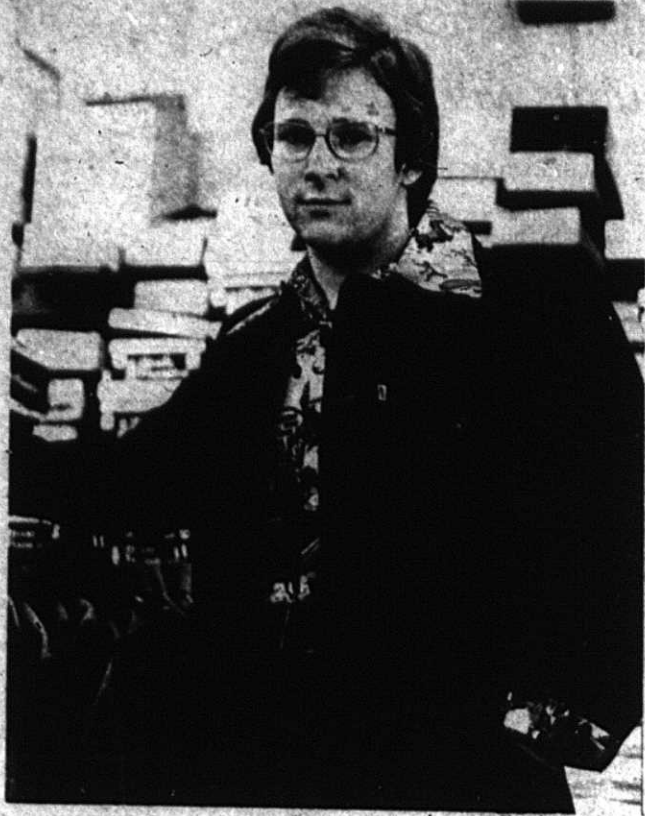


Photo by Jay Worthington

A satisfied customer models a Levi jacket and print shirt from Spot Cash Store on Main Street.

Hemlines fall, dresses are softer with fluid lines

By STEPHANIE MADISON

Dresses are the best fashion look for spring. They have attracted the most innovative features and style changes. Dresses are feminine—they were made with the "all-girl girl" in mind.

Spring dresses are softly feminine with fluid lines in soft fabrics that adhere to the natural body curvature. Others sport a big look with lots of fabric gathered, tucked or belted in place.

Two-piece dresses are very popular. Sweater knit was the fabric for fall and winter; but for spring, the look of linen and jersey knit is right. The tops are longer (hip-length) to be tied or belted at the waist so there's a gentle flare created over the hips. The skirt is longer and flippy about the knees. The longer hem adds just a touch of subtle flare and elegance to today's fashions.

These longer fashions look great with the feminine strappy shoes and sandals. They feature a narrow high heel and little if any platform. T-straps, open toes and wedge heels are the spring shoe styles that complement the dresses by giving the feet a light airy look to balance the softness of dresses.

Dresses, like everything else this spring in fashion, are big. The dress is using more and more fabric that is pulled in and bloused over a belt. Shirt dresses are prime examples here and feature front or back gathers that fall free from high yokes. In fact, the waist is now a focal point by the cinching in of spring dresses.

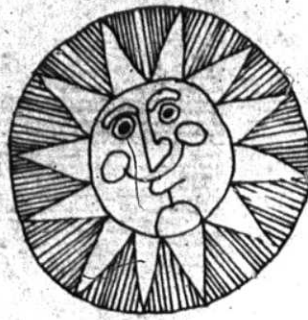
This looseness is also emphasized in sleeve design. Extra full, billowy sleeves are gathered at the wrists so that the expanse of material gives a "bat wing" effect as it hangs loosely off the arm. Other sleeves are straight and can be rolled upward to the three-quarter length or whatever height the wearer desires, or they can hang free.

The chemise, an update of a 1950s style, is really the basic silhouette of '75 spring dresses. They are straight, shapeless dresses that slightly adhere to the figure of the wearer. They can be worn tied and belted down to effect the new "big" look; or can be worn loose in its basic slender form. If it is worn loose, a six foot long scarf looped loosely under the collar is a pretty accent.

The suit is an all-important look this year. They come in a variety of styles and utilize sweater sets, straight cardigans or blazers paired with flared and wrap skirts. The Chanel suit has been updated with the straighter roll-up sleeve and looser fit that can be just as loosely belted. It creates a nice three-piece outfit that is very dressy and versatile for a variety of situations.

Placket front and shirt jackets are teamed with skirts to create the more casual suit looks.

The sailor look is also big in suits. Its most notable influence is in collar styles. White piping or braid, loose overblouses with slit-V placket fronts and long white scarves worn under the jacket collars are a few ways to create the sailor look. Navy and white, of course, are the colors.



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Debbie is wearing a dishrag halter and jacket by Granny Takes A Knit and highwaisted linen pants by Happy Legs. Bill is wearing faded rag jeans by Male, a Salvatory leather belt, and a short sleeve shirt by Forum. The jewelry Debbie and Bill are wearing is American Indian Turquoise from New Mexico.